The goji berry, also known as the wolfberry, is a member of the Solanaceae or nightshade family of plants. It’s a bright orange-red berry commonly grown in the north-central and western areas of China. It grows in remote unpolluted hills and valleys of Tibet and Mongolia, in soil so rich in nutrients that the berries are exploding with this special nutrient dense vitality. The plant also is widely cultivated. The ripe berry is easily damaged during picking, so it’s common for them to be carefully dried to preserve them. Goji berries are small, up to 1.5 cm. The taste is sweet-salty, sometimes sour. The useful properties of goji berries have been used from ancient times.

Goji berries have been used in traditional Chinese medicine to manage diabetes, high blood pressure, fever, age-related eye problems and fatigue associated with living at high altitudes. Goji berries use for treatment headache, muscle pain, prostatitis. They also increase potency.

Some studies using goji berry juice found possible benefits in mental well-being and calmness, athletic performance, quality of sleep, and feelings of good health. The red colours found in goji berries, blueberries, acai berries, cranberries, strawberries, and cherries are natural anti-oxidants which may help protect the body against oxidative damage. In addition Goji berries contain complex starches called Lycium barbarum polysaccharides which may benefit the immune function. But those were preliminary studies that need to be repeated before drawing conclusions. All berries are good for you. It's not clear if goji berries are better than other types of berries, or if goji berry supplements have the same health benefits as the actual berries.

Goji berry provides two benefits are very important when you are trying to lose weight. Goji berries are loaded with vitamins and minerals to help increase energy and may help control your appetite.

The presence and quantitative analysis of organic acid, phenolcarbonic acid, carbohydrates, hydroxycinnamic acids were determined. Carbohydrates, phenolcarbonic acid are the most specific biological active substances of goji berries.

The primary researches suggest about the prospects of further study of Goji berry.